



WGHP-TV

ORDER

Print Date 10/15/12

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Flight Dates 10/09/12-10/15/12

Contract / Revision 567279 /

Original Date / Revision
10/15/12 10/15/12

Advertiser Obama/D/President

Agency GMMB/Greer Margolis Mitch

Buying Contact

1010 Wisconsin Avenue
Suite 800
Washington, DC 20007Primary Account Executive
Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Product

OBAMA FOR AMERICA

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1537

Alt Order # 9784844

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ab

Priority 7

Advertiser Ref

revision

Order Share 28% Market Value 88232

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	30%	26469
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	3%	2646
WXII	31%	27351
WXLV	8%	7058

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	112	\$20,999.25	\$24,705.00	0.00
Totals	112	\$20,999.25	\$24,705.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/15/12	112	\$20,999.25	\$24,705.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	8	10/09/12	10/12/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	-TWTF--	:30	4	\$55.00	7	0.00	NM	4	\$220.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	4		\$55.00		0.00						
2	8	10/09/12	10/12/12	M-F 6-7a Fox 8 Morning News	CM-All	6-630a (6:00 AM-6:30 AM)	-1111--	:30	4	\$175.00	7	0.00	NM	4	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-1111--	4		\$175.00		0.00						
3	8	10/09/12	10/12/12	M-F 6-7a Fox 8 Morning News	CM-All	630-7a (6:30 AM-7:00 AM)	-1111--	:30	4	\$175.00	7	0.00	NM	4	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	8	10/09/12	10/12/12	M-F 6-7a Fox 8 Morning News	CM-All	630-7a (6:30 AM-7:00 AM)	-1111--	:30	4	\$175.00	7	0.00	NM	4	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-1111--	4		\$175.00		0.00						
4	8	10/09/12	10/12/12	M-F 7-8a Fox 8 Morning News	CM-All	7-730a (7:00 AM-7:30 AM)	-1111--	:30	4	\$175.00	7	0.00	NM	4	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-1111--	4		\$175.00		0.00						
5	8	10/09/12	10/12/12	M-F 7-8a Fox 8 Morning News	CM-All	730-8a (7:30 AM-8:00 AM)	-1111--	:30	4	\$175.00	7	0.00	NM	4	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-1111--	4		\$175.00		0.00						
6	8	10/09/12	10/12/12	M-F 8-9a Fox 8 Morning News	CM-All	8-9a	-TWTF--	:30	4	\$70.00	7	0.00	NM	4	\$280.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	4		\$70.00		0.00						
7	8	10/09/12	10/12/12	M-F 430a-5a FOX 8 Morning News	CM-All	430a-5a	-TWTF--	:30	2	\$10.00	7	0.00	NM	2	\$20.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	2		\$10.00		0.00						
8	8	10/09/12	10/12/12	M-F 9a-10a Fox 8 Morning News	CM-All	9a-10a	-TWTF--	:30	4	\$50.00	9	0.00	NM	4	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	4		\$50.00		0.00						
9	8	10/09/12	10/12/12	M-F 10-11a M-F 10a-11a	CM-All	10-11a	-TWTF--	:30	4	\$50.00	7	0.00	NM	4	\$200.00
RACHEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	4		\$50.00		0.00						
10	8	10/09/12	10/12/12	M-F 11a-12p Katie 11a-12p	CM-All	11a-12p	-TWTF--	:30	4	\$40.00	7	0.00	NM	4	\$160.00
KATIE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	4		\$40.00		0.00						
11	8	10/09/12	10/12/12	M-F 12-1230p Noon News	CM-All	12-1230p	-TWTF--	:30	4	\$50.00	7	0.00	NM	4	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	4		\$50.00		0.00						
12	8	10/09/12	10/12/12	Afternoon Rotator 1230-3p Afternoon Rot 1230-3p	CM-All	1230-3p	-TWTF--	:30	3	\$40.00	7	0.00	NM	3	\$120.00
ROTATOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	3		\$40.00		0.00						
13	8	10/09/12	10/12/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	-TWTF--	:30	2	\$50.00	7	0.00	NM	2	\$100.00
COURT/ALEX															



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Contract / Revision **567279** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser **Obama/D/President**

Product **OBAMA FOR AMERICA**

Estimate # **1537**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	8	10/09/12	10/12/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	-TWTF--	:30	2	\$50.00	7	0.00	NM	2	\$100.00
COURT/ALEX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					2	\$50.00		0.00			
14	8	10/14/12	10/14/12	FOX News Sunday FOX News Sunday	CM-All	9-10a	-----S	:30	1	\$75.00	7	0.00	NM	1	\$75.00
NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$75.00		0.00			
15	8	10/09/12	10/12/12	M-F 4p-5p M-F 4p-5p	CM-All	4p-5p	-1111--	:30	4	\$80.00	7	0.00	NM	4	\$320.00
JUDY/JOE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1111--					4	\$80.00		0.00			
16	8	10/13/12	10/14/12	Sa/Su 12N-6P Rotator 5-6p Weekend Rotator	CM-All	5-6p (5:00 PM-6:00 PM)	-----SS	:30	1	\$60.00	7	0.00	NM	0	\$0.00
CLOSER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----SS					1	\$60.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/08/12-10/14/12		Sa/Su 12N-6P Rotator			5-6p (5:00 PM-6:00 PM)	-----SaSu	:30	(\$60.00)		0.00	NM		
Credited															
17	8	10/09/12	10/12/12	M-F 5-530p 5-530p	CM-All	5-530p	-1111--	:30	4	\$150.00	7	0.00	NM	4	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1111--					4	\$150.00		0.00			
18	8	10/09/12	10/12/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	-1111--	:30	4	\$150.00	7	0.00	NM	4	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1111--					4	\$150.00		0.00			
19	8	10/09/12	10/12/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	-1111--	:30	4	\$250.00	7	0.00	NM	4	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1111--					4	\$250.00		0.00			
20	8	10/13/12	10/14/12	EN (Sa-Su) Weekend News	CM-All	6-7p	-----SS	:30	2	\$175.00	7	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----SS					2	\$175.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/08/12-10/14/12		EN (Sa-Su)			6-7p	-----SaSu	:30	(\$175.00)		0.00	NM		
Credited															
2	8	10/08/12-10/14/12		EN (Sa-Su)			6-7p	-----SaSu	:30	(\$175.00)		0.00	NM		
Credited															
21	8	10/09/12	10/12/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	-TWTF--	:30	4	\$160.00	7	0.00	NM	4	\$640.00
ACCESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$160.00		0.00			



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Contract / Revision **567279** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser **Obama/D/President**

Product **OBAMA FOR AMERICA**

Estimate # **1537**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	8	10/09/12	10/12/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	-TWTF--	:30	4	\$160.00	7	0.00	NM	4	\$640.00
ACCESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$160.00		0.00			
22	8	10/09/12	10/12/12	M-F 7-730p M-F 7-730p	CM-All	7-730p	-TWTF--	:30	4	\$140.00	7	0.00	NM	4	\$560.00
EXTRA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$140.00		0.00			
23	8	10/09/12	10/12/12	M-F 730-8p M-F 730-8p	CM-All	730-8p	-1111--	:30	4	\$150.00	7	0.00	NM	4	\$600.00
TMZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1111--					4	\$150.00		0.00			
24	8	10/15/12	10/15/12	Monday Prime B Mob Doctor 9-10p	CM-All	9p-10p	M-----	:30	1	\$800.00	7	0.00	NM	0	\$0.00
MOB DOCTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/15/12-10/21/12		Monday Prime B	9p-10p		M-----	:30		(\$800.00)		0.00	NM		
Credited															
25	8	10/09/12	10/09/12	Tuesday Prime B New Girl/Mindy Proj 9-10p	CM-All	9p-10p	-T-----	:30	1	\$550.00	7	0.00	NM	1	\$550.00
NEW GIRL/PROJECT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$550.00		0.00			
26	8	10/10/12	10/10/12	X Factor Wednesday The X Factor	CM-All	8-10p	--W----	:30	1	\$1,000.00	7	0.00	NM	1	\$1,000.00
X-FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$1,000.00		0.00			
27	8	10/11/12	10/11/12	X Factor Thursday The X Factor	CM-All	8-9p (8:00 PM-9:00 PM)	---T---	:30	1	\$1,100.00	7	0.00	NM	1	\$1,100.00
X-FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$1,100.00		0.00			
28	8	10/11/12	10/11/12	Thursday Prime B Glee 9-10p	CM-All	9p-10p	---T---	:30	1	\$1,200.00	7	0.00	NM	0	\$0.00
GLEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/08/12-10/14/12		Thursday Prime B	9p-10p		---Th-----	:30		(\$1,200.00)		0.00	NM		
Credited															
29	8	10/12/12	10/12/12	Friday Prime A X Factor 8-9p	CM-All	8p-9p	----F--	:30	1	\$500.00	7	0.00	NM	1	\$500.00
TOUCH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$500.00		0.00			
30	8	10/12/12	10/12/12	Friday Prime B Fringe 9-10p	CM-All	9p-10p	----F--	:30	1	\$300.00	7	0.00	NM	1	\$300.00



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Advertiser **Obama/D/President**

Product **OBAMA FOR AMERICA**

Estimate # **1537**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
FRINGE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	----F--					1	\$300.00		0.00		
31	8	10/09/12	10/12/12	LN (M-F) Late News M-F	CM-All	10-11p	-TWTF--	:30	5	\$320.00	7	0.00 NM	5	\$1,600.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-TWTF--					5	\$320.00		0.00		
32	8	10/13/12	10/13/12	LN (Sa) Late News Sa	CM-All	1030-1130p (10:30 PM-11:30 PM)	-----S-	:30	1	\$300.00	7	0.00 NM	1	\$300.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S-					1	\$300.00		0.00		
E 33	8	10/14/12	10/14/12	Fox 8 News After Sports Fox 8 News After Sports	CM-All	11p-12a	-----S	:30	1	\$275.00	7	0.00 NM	0	\$0.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S					1	\$275.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	8	10/08/12-10/14/12		Fox 8 News After Sports		11p-12a	-----Su	:30		(\$275.00)		0.00 NM		
Credited														
34	8	10/15/12	10/15/12	M-F 6-7a Fox 8 Morning News	CM-All	6-630a (6:00 AM-6:30 AM)	1-----	:30	1	\$175.00	7	0.00 NM	1	\$175.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	1-----					1	\$175.00		0.00		
35	8	10/15/12	10/15/12	M-F 6-7a Fox 8 Morning News	CM-All	630-7a (6:30 AM-7:00 AM)	1-----	:30	1	\$175.00	7	0.00 NM	1	\$175.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	1-----					1	\$175.00		0.00		
36	8	10/15/12	10/15/12	M-F 7-8a Fox 8 Morning News	CM-All	7-730a (7:00 AM-7:30 AM)	1-----	:30	1	\$175.00	7	0.00 NM	1	\$175.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	1-----					1	\$175.00		0.00		
37	8	10/15/12	10/15/12	M-F 7-8a Fox 8 Morning News	CM-All	730-8a (7:30 AM-8:00 AM)	1-----	:30	1	\$175.00	7	0.00 NM	1	\$175.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	1-----					1	\$175.00		0.00		
38	8	10/15/12	10/15/12	M-F 4p-5p M-F 4p-5p	CM-All	4p-5p	1-----	:30	1	\$80.00	7	0.00 NM	1	\$80.00
JUDY/JOE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	1-----					1	\$80.00		0.00		
39	8	10/15/12	10/15/12	M-F 5-530p 5-530p	CM-All	5-530p	1-----	:30	1	\$150.00	7	0.00 NM	1	\$150.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	1-----					1	\$150.00		0.00		
40	8	10/15/12	10/15/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	1-----	:30	1	\$150.00	7	0.00 NM	1	\$150.00



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Contract / Revision 567279 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser Obama/D/President

Product OBAMA FOR AMERICA

Estimate # 1537

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----		1			\$150.00		0.00			
41	8	10/15/12	10/15/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	1-----	:30	1	\$250.00	7	0.00 NM	1	\$250.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----		1			\$250.00		0.00			
42	8	10/15/12	10/15/12	M-F 730-8p M-F 730-8p	CM-All	730-8p	1-----	:30	1	\$175.00	7	0.00 NM	0	\$0.00
TMZ														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----		1			\$175.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	10/15/12-10/21/12	M-F 730-8p		730-8p		M-----	:30		(\$175.00)	0.00	NM		
Credited														
43	8	10/13/12	10/13/12	ACC Football ACC Football	CM-All	12-4p (12:00 PM-3:30 PM)	-----S-	:30	2	\$275.00	7	0.00 NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		2			\$275.00		0.00			
44	8	10/15/12	10/15/12	MLB Championship Series MLB Championship Series	CM-All	730p-12a (7:30 PM-10:30 PM)	M-----	:30	2	\$550.00	7	0.00 NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----		2			\$550.00		0.00			
45	8	10/14/12	10/14/12	MLB Championship Series MLB Championship Series	CM-All	730p-12a (7:30 PM-10:30 PM)	-----S	:30	2	\$675.00	7	0.00 NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		2			\$675.00		0.00			
46	8	10/09/12	10/12/12	Afternoon Rotator 1230-3p Afternoon Rot 1230-3p	CM-All	1230-3p	--WTF--	:30	1	\$70.00	7	0.00 NM	1	\$70.00
ROTATOR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--		1			\$70.00		0.00			
48	8	10/09/12	10/12/12	M-F 4p-5p M-F 4p-5p	CM-All	4p-5p	--WTF--	:30	1	\$100.00	7	0.00 NM	1	\$100.00
JUDY/JOE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--		1			\$100.00		0.00			
50	8	10/14/12	10/14/12	NFL Early Game FOX NFL 1p	CM-All	1-4p (1:00 PM-4:00 PM)	-----S	:30	2	\$900.00	7	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		2			\$900.00		0.00			
51	8	10/14/12	10/14/12	NFL Late Game FOX NFL 4p	CM-All	415-7p (4:15 PM-7:00 PM)	-----S	:30	2	\$1,300.00	7	0.00 NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		2			\$1,300.00		0.00			
52	8	10/13/12	10/13/12	College Football Late College Football Late	CM-All	7-1130p (7:00 PM-10:30 PM)	-----S-	:30	3	\$250.00	7	0.00 NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		3			\$250.00		0.00			
53	8	10/11/12	10/12/12	M-F 430a-5a FOX 8 Morning News	CM-All	430a-5a	---TF--	:30	1	\$10.00	7	0.00 NM	1	\$10.00



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Contract / Revision **567279** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser **Obama/D/President**

Product **OBAMA FOR AMERICA**

Estimate # **1537**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
53	8	10/11/12	10/12/12	M-F 430a-5a FOX 8 Morning News	CM-All	430a-5a	---TF--	:30	1	\$10.00	7	0.00	NM	1	\$10.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---TF--					1	\$10.00		0.00				
54	8	10/11/12	10/11/12	President/VP Debates President/VP Debates	CM-All	9-1030p (9:00 PM-10:30 PM)	---T---	:30	1	\$1,000.00	7	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---					1	\$1,000.00		0.00				
														Totals	112	\$24,705.00